



**Rockwell  
Automation**

# OEM Partner Program Commercial Program Guide

**Global Edition  
January 2024**

This Program Guide provides a summary of the requirements and benefits of the Rockwell Automation OEM Program and should be used as a “how to” reference for involvement in the Program.

# OEM Program Overview

In today's global marketplace, no individual organization – no matter how broad or knowledgeable – can command all the relevant technologies customers require for success. From supply chain mechanics to business system integration, partnering may increase your profitability and help you achieve long-term growth.

Our collective customers demand integrated solutions delivered consistently in any region, and they expect companies with proven best-in-class capabilities to collaborate to deliver those solutions. The OEM Program, part of the Rockwell Automation PartnerNetwork™, provides Program Participants with an opportunity to collaborate commercially and technically to increase new business opportunities, increase market awareness, expand into new market sectors, and improve technical competency and functional excellence in applying Rockwell Automation products and solutions.

Participating in the Rockwell Automation OEM Program can provide a significant advantage in an increasingly competitive marketplace by helping you to realize expanded global potential, grow your business and drive customer loyalty.

# OEM Program Opportunities

Rockwell Automation Global OEM Partner Program equips OEM Partners with access to a number of formalized benefits and opportunities to grow their business and position themselves as thought leaders within their respective industry. These are generally divided into 3 categories:

## Insight and Collaboration

This group of benefits focus on opportunities to drive mutual success for OEM Partners and Rockwell Automation. Examples include Collaborative Sales Pursuits, Co-Marketing Opportunities, and Competency Training for both Commercial and Technical Resources.

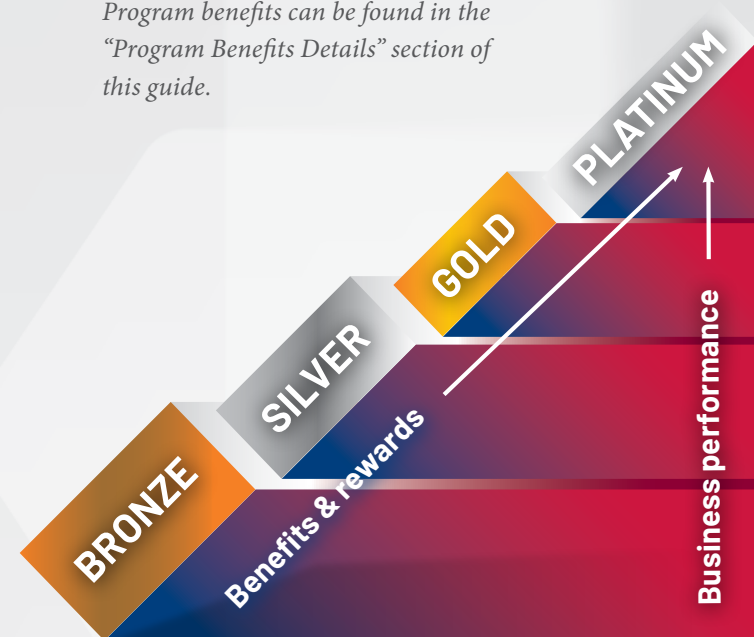
## Technology and Domain Expertise

Benefits defined under the Technology and Domain Expertise category concentrate on providing OEM Partners with the appropriate products and support from Rockwell Automation. These include coordination meetings with Rockwell Automation Business Units, engagements with Global OEM Technical Consultants, **access to Application Code Library Content**, and Partner specific Technical Support.

## Design Tools and Support Structure

Finally, this category aims to equip OEM Partners with the backend support needed to differentiate themselves from competition and continue to drive innovation within their industry. Examples include Development Software, Value-Added Resale Opportunities, and Extended Warranties on purchases.

*More details on all OEM Partner Program benefits can be found in the “Program Benefits Details” section of this guide.*





# OEM Program Participation Levels

**OEMs are defined as companies that derive the majority (51% or more) of their revenue from the machines/equipment they sell and service.**

## BRONZE LEVEL

OEM companies that use Rockwell Automation products due to features, industry, or customer specified projects and have a need for development tools and technical support but have not committed to standardize.

## SILVER LEVEL

OEM companies with a loyalty commitment to standardize on Rockwell Automation products and technology on one or more machines or equipment.

*Note: Silver Level qualification and participation is by location. Participation is evaluated on a per machine basis and limited to qualified machines only*

## GOLD LEVEL

OEM companies with a loyalty commitment to standardize on Rockwell Automation products and technology across their entire organization.

*Note: Gold Level qualification and participation by location.*

## PLATINUM LEVEL

Market leading OEMs who are proven, trusted, and established organizations committed to lead and/or team with Rockwell Automation to solve customers' business issues. These OEMs have differentiated capabilities that are valued by Rockwell Automation and our mutual customers and can be leveraged outside of their geographical location. Platinum Partners are strategically selected companies that complement, supplement, and extend the Rockwell Automation delivery strategy based on their industry and/or applications focus. OEMs at this level have met The Connected Enterprise product design, marketing, and business relationship criteria on Rockwell Automation products and technology across their entire company.

*Note: Nomination and additional review are necessary for consideration into this level.*

Program participation is based upon an evaluation conducted between the OEM, the local Authorized Distributor, and Rockwell Automation. The results of this evaluation, together with Success Plan objectives are submitted to Rockwell Automation OEM management for review and approval. Gold and Platinum Level OEMs must also submit an executed Program Participation Agreement with their initial application and each annual renewal.

# OEM Program Participation Criteria and Requirements

Participation level is determined through an evaluation conducted between the OEM, the local Authorized Distributor, and Rockwell Automation representative. Results of this evaluation, along with the signed participation application form, are submitted to Rockwell Automation OEM management for review and approval. Gold and Platinum Level Participants also must submit an executed Program Participation Agreement with their initial application and each annual renewal.

Enrollment for any level begins with an online application in the Partner Portal. This may be initiated by your local Rockwell Automation distributor or Rockwell Automation sales representative. Program participant is defined as a single location that has met the participation criteria. To locate your local participating Rockwell Automation Authorized Distributor, go to: <http://www.rockwellautomation.com/distributor/>

## Global OEM Partner Program Manager

[Rob Ponsonby](#)

*Note: Questions about the OEM Program should be directed to your local Rockwell Automation sales representative or Authorized Distributor for most issues.*

## Participation is open to OEM companies that meet the following program criteria:

### BRONZE LEVEL

- Registration in the Rockwell Automation Partner Resource Management System (PRM)
- One Capability achieved by one resource at OEM Partner within a calendar year of enrollment
- Demonstrate Competency on Rockwell Automation Products and Technology
- Participation approval from local Rockwell Automation or Authorized Distributor representative

### SILVER LEVEL

- Silver company uses a minimum % or more Rockwell Automation content on at least one machine or piece of automation equipment's bill-of-material (BOM) defined by the Region (see below)
- Previous or current Rockwell Automation fiscal years (Oct. 1 – Sept. 30) direct purchase minimums in total Rockwell Automation hardware, software and services annually. Additional information on Regional spend thresholds can be found in the Regional OEM Partner Program Overview document.
- Two Capabilities, two resource per Capability
- Demonstrate that the necessary Rockwell Automation development tools and technical support resources are in place for engineering and field services
- Demonstrate an annual commitment to driving competency and training
- Complete annual Success Plan
- Participation in annual customer satisfaction surveys
- Participation approval from local Rockwell Automation OEM Sales Manager

*Note: The criteria listed above is the minimum criteria to be considered. Higher expectations may be required per OEM Segment as defined by Rockwell Automation OEM Segment Leads.*

# OEM Program Participation Criteria and Requirements

## GOLD LEVEL

- Previous or current Rockwell Automation fiscal years (Oct. 1 – Sept. 30) direct purchase minimums in Rockwell Automation hardware, software products, and services and show a commitment to grow annual purchases. Additional information on Regional spend thresholds can be found in the Regional OEM Partner Program Overview document.
- Uses a minimum% or more Rockwell Automation across all equipment or machines based on the automation equipment's bill-of-material (BOM) defined by the Region (see below)
- Three Capabilities, three resources per Capability
- Demonstrate that the necessary Rockwell Automation development tools and technical support resources are in place for engineering and field services
- Designate commercial contacts for Engineering, Marketing, and Management
- Demonstrate an annual commitment to driving competency and training
- Complete annual Success Plan and Gold Level Participation Agreement
- Support an annual executive business review and customer satisfaction surveys
- Permit use of name as a Rockwell Automation OEM Partner in Rockwell Automation external communications
- Participation approval from local Rockwell Automation OEM Sales Manager, OEM Segment Lead, Regional OEM and Vice President of OEM

## PLATINUM LEVEL

### Invitation Only

- Participation at this level is by invitation only and nomination requires a Commercial Review by Rockwell Automation Global Marketing and Technical Review by Global OEM Technical Leadership
- Approval Committee to be comprised of local OEM Sales Manager or Country Manager, Regional VP of Sales, Global & Regional Industry Manager, Global & Regional OEM Segment Manager, OEM Commercial Program Manager, GOTC Team Lead, all Regional OEM Directors (AP, EMEA, LA and NA), and representatives from Global Finance, Marketing, and Revenue Management
- Purchases & % of Rockwell Automation content considered during evaluation
- Four Capabilities, four resources per Capability
- Demonstrate that the necessary Rockwell Automation development tools and technical support resources are in place for engineering and field services
- Designate commercial contacts for Engineering, Marketing, and Management
- Demonstrate an annual commitment to driving competency and training
- Complete annual Success Plans and Platinum Level Participation Agreement
- Support an annual executive business review and customer satisfaction surveys
- Biennial Road Mapping discussions with Rockwell Automation Business Units
- Permit use of name as a Rockwell Automation OEM Partner in Rockwell Automation external communications





*Note: The criteria listed above is the minimum criteria to be considered. Higher expectations may be required per OEM Segment as defined by Rockwell Automation OEM Segment Leads.*

# OEM Program Participation Criteria and Requirements

## COMPETENCIES

Our OEM Partners business partners are distinguished based on their qualifying tier. We also differentiate them by recognizing and promoting their capability in technologies and application expertise that are complementary to our offerings. As a participant in the program, you can qualify for any combination of disciplines that is appropriate for the markets you serve. Each discipline includes subsequent capabilities to drive additional focus in applications that enhance our mutual value to the end customer. To achieve a capability, a participant must complete the competency curriculum that has been established as part of the corresponding capabilities.

### OEM PROGRAM DISCIPLINES & CAPABILITIES

 <b>CONTROL</b>	 <b>INFORMATION</b>	 <b>POWER</b>	 <b>PROCESS</b>
<ul style="list-style-type: none"><li>• Control <sup>1</sup></li><li>• Digital Engineering <sup>2,7,8,9</sup></li><li>• General Motion <sup>1</sup></li><li>• Intelligent Conveyance <sup>2,4,6,9</sup></li><li>• Machine Safety <sup>3,4,6,9</sup></li><li>• Unified Robotics</li><li>• Visualization <sup>1</sup></li></ul>	<ul style="list-style-type: none"><li>• Augmented Reality <sup>2,8,9</sup></li><li>• Fiix CMMS <sup>1,2,9</sup></li></ul>	<ul style="list-style-type: none"><li>• Low Voltage Drives <sup>1</sup></li><li>• Low Voltage Drive Systems <sup>2,4,6,9</sup></li><li>• Low Voltage MCCs <sup>2,4,9</sup></li><li>• Medium Voltage Drives and MCCs <sup>2,4,9</sup></li></ul>	<ul style="list-style-type: none"><li>• PlantPAX® <sup>2,6,9</sup></li></ul>

**KEY:** 1 - Assessment. 2 - Project Review Required. 3 - 3rd Party Certification Required. 4 - Application Approval Required. 5 - Limited Access. 6 - Prerequisites required. 7 - Workshop. 8 - Purchase. 9 - Required Training

# Benefits of the OEM Program

**Summary of Program Benefits** *Note: Please see the sections following the summary for complete details.*

Tiers:	Bronze	Silver	Gold	Platinum
<b>Insight and Collaboration</b>				
OEM & End User Engagement		●	●	●
Rockwell Automation Sales Training for OEM Partners' Sales Teams	●	●	●	●
VIP Access at Shows			●	●
Executive Event Options			●	●
OEM Locator on Rockwell Automation Website		●	●	●
Co-Marketing		●	●	●
Co-Branding	●	●	●	●
<b>Technology and Domain Expertise</b>				
Road Mapping Discussions with Business Unit Representatives	●	●	●	●
Global OEM Technical Consultants	●	●	●	●
Partner Support	●	●	●	●
Use of Application Code Libraries	●	●	●	●
Early Adopter Program	●	●	●	●
Partner Enablement Resources	●	●	●	●
<b>Business Alignment</b>				
Long Term Pricing Agreements			●	●
36 Month Warranty			●	●
Internal Hardware & Software Sponsorship for Trade Shows & R&D Labs	○	●	●	●
Software Resale Discounts	○	●	●	●
Loyalty Incentive*		○	●	●
Toolkit Discounts	●	●	●	●
Deal Registration	●	●	●	●
Temporary Licenses	30 Day	30 Day	30 Day	30 Day
Learning+ Subscription Discounts	30% Discount	30% Discount	30% Discount	30% Discount

\*Not available in all Global Regions. Exclusions apply.

○ Limited benefits    ● Moderate benefits    ● Full benefits



# Program Benefits Details

You can maximize the return on your investment in the Program by proactively taking advantage of marketing and promotional assistance, coordinated sales activities, and other program benefits. Utilizing these program benefits will help our collective customers identify our partner relationship and drive awareness of the benefits we can deliver together. Further detail on the benefits of the OEM Partner Program are outlined below. All benefits are available to each level within the OEM Partner Program as denoted in this Program Guide but must be agreed upon by all parties and are subject to available resources.

## INSIGHT AND COLLABORATION

### OEM & End User Engagement

Rockwell Automation will offer collaboration opportunities for joint promotion to key end user accounts. Rockwell Automation will also work on a non-exclusive basis to promote its capabilities to appropriate global and corporate accounts. This offering is available to participants in the Gold or Platinum Level.

### OEM Sales Training

Rockwell Automation offers to share industry insights and training on our sales collateral to Sales Teams at our OEM Partners. This training includes, but not limited to, our Industry Key Plays, Industry Educational Webinars, and Outcome-Based Sales methodology. Your Rockwell Automation Account Representative can provide further guidance.

# INSIGHT AND COLLABORATION

## Co-Marketing Opportunities

	Tiers:	Bronze	Silver	Gold	Platinum
<b>OEM Locator on RA.com</b>			•	•	•
<b>Partner Badge Use</b>		•	•	•	•
<b>Co-Marketing</b>					
Partner Success Stories			•	•	
Industry Case Study				•	•
Social Media				•	•
Media Relations				•	•
Rockwell Automation Media Channels				•	•
<b>Event Access</b>					
Rockwell Automation Hosted Event (i.e. RAOTM)				•	•
Exhibitor at Automation Fair®				•	•
VIP Access				•	•
<b>Executive Engagement</b>					
Automation Fair®				•	•
Other Events				•	•

# INSIGHT AND COLLABORATION

## VIP Access at Shows & Executive Events

Rockwell Automation is committed to our strategic partners within the Global OEM market. To strengthen this alignment, our Gold and Platinum Level partners have the ability to meet with our executives at both Rockwell Automation and Industry events. Appropriate scheduling and approval are required to coordinate these engagements.

In addition, Gold and Platinum OEM Partners will be invited and encouraged to attend events, such as Automation Fair and Corporate Leaders Roundtable, to enhance their professional competencies and product knowledge, network with other companies, and to better understand Rockwell Automation's high-level strategic direction as it relates to relevant product developments and technology, emerging market trends, marketing resources, and partnering opportunities. Corporate Leaders Roundtable is by invitation only. If you are interested in attending, please contact your local Rockwell Automation representative.

## Automation Fair® Exhibitor Participation

The Automation Fair® event from Rockwell Automation garners world-wide publicity, giving Rockwell Automation and its participating partners tremendous media coverage and access to customer attendees. Automation Fair® participation allows you to highlight and showcase your capabilities to customers and editors from around the world. Gold and Platinum OEMs are provided the opportunity to purchase space and exhibit at the show. For those who wish to exhibit, you are also encouraged to submit application papers for possible presentation at Automation Fair®, participate in numerous pre-show promotions, and submit a media press kit for possible editorial coverage. Exhibitor qualification requirements and specific terms and conditions associated with participation at Automation Fair® will be made available upon request.

## OEM Locator

Listing in Rockwell Automation's OEM Locator provides a trusted resource to End User customers looking for OEM Solutions aligned with Rockwell Automation's vision for a Connected Enterprise. Gold and Platinum Level Partners are displayed on the Rockwell Automation PartnerNetwork website for customers to view. Silver Partners that meet the published competency requirements are also eligible for listing on the PartnerNetwork website. This information can include location, industry, company biography, applications, and machine type(s). See: <https://www.rockwellautomation.com/en-us/sales/partner-locator.html>.

You are encouraged to have your company's website hyperlinked from the Rockwell Automation PartnerNetwork website so customers can more easily obtain information on your machine(s) as they look for complete solutions.

Your linked page must include:

- OEM Partner identity mark and a reciprocal link to the Rockwell Automation PartnerNetwork website
- Information identifying and explaining your Program relationship with Rockwell Automation

Your linked page must not include:

- Any marketing program or product information deemed competitive to Rockwell Automation

The ability to update your company's published information on the Partner Locator is in the PartnerNetwork Portal.

# INSIGHT AND COLLABORATION

## Co-Marketing Engagements

When an OEM Partner’s solutions align with current initiatives for Rockwell Automation, there is potential for co-marketing engagements in the form of co-development of collateral. All collateral co-development is based upon availability of resources and is fully at the discretion of Rockwell Automation.

Potential co-marketing engagements can become more extensive based on program level participation. For Silver Level OEMs, this consists of Solution Profiles focused on a specific machine/solution created in partnership with the OEM and Rockwell Automation. These profiles highlight the benefits of a particular solution and are posted on rockwellautomation.com. Our Gold Level partners may have the opportunity to work with our Marketing team to develop more comprehensive collateral such as Industry Case Studies. These publications aim to highlight both the unique solutions that our OEM community deploys and the impact that these solutions have in the end customer’s operations.

In addition to machine-specific collateral, Rockwell Automation can work with OEM partners to define and execute specific co-marketing activities such as editorial byline development/placement, advertising (using the Gold or Platinum OEM Partner logo), and event co-sponsorships/speaking engagements. Platinum OEM Partners can engage proactively with our Global Marketing team to develop a coordinated marketing strategy.

OEM Partners also have the opportunity to leverage Rockwell Automation’s customer publication, The Journal, for promotion of their company. Published six times per year in print and 32 e-newsletters, The Journal from Rockwell Automation and our PartnerNetworkTM is our award-winning customer publication aimed at educating customers and prospects about the latest asset management, industrial automation, and control solutions.

The privilege of submitting editorial content and advertising is available exclusively to PartnerNetwork members. For specifics on how to submit Editorial content or advertise in The Journal please refer to the PartnerNetwork Co-Marketing Guide.

All Co-Marketing engagements are based on market alignment and availability of company resources. To coordinate a Co-Marketing engagement, contact your local Rockwell Automation representative.

## Logo Usage & Marketing Collateral

The Program identity marks highlight your Program participation level with Rockwell Automation. Your right to use the identity mark(s) will be of marketing benefit to you and is greatly encouraged by Rockwell Automation. The Silver identity mark is used to recognize qualified machines and is typically affixed to qualifying machines/equipment. It can also be used in marketing collateral for those qualified machines/equipment. The Gold identity mark is an identity logo indicating your organization’s participation at the Gold Level. It can be used in marketing collateral to identify your partner relationship with Rockwell Automation as a Partner Level Program participant.



When utilizing the identity marks, you must follow the standards outlined in the PartnerNetwork Co-Marketing Guide, available on your Program web page via the PartnerNetwork Portal at: <https://partners.rockwellautomation.com/>

*Note: When utilizing Program Identity Marks on equipment at Tradeshow events, promotion of specific third-party products in the display or relationships with third-party companies that are not other PartnerNetwork member companies is not permitted.*

# TECHNOLOGY AND DOMAIN EXPERTISE

## Road Mapping

As participants in the OEM Partner Program, Rockwell Automation offers you the opportunity to provide feedback to our Business Units regarding our products and technology gaps as well as participate in limited Beta Testing of products. This offering is available on a limited basis to our Silver Level partners, encouraged for our Gold Level partners, and expected on a roughly biennial basis for our Platinum Level Partners. The feedback provided will be implemented into Rockwell Automation's long-term strategy.

If you are interested in coordinating a technology road mapping discussion, please contact your local Rockwell Automation representative.

## Global OEM Technical Consultants

For new machines or machine redesigns which utilize extensive Rockwell Automation content, Rockwell Automation can provide consultation and support services tailored around specific machine and equipment control development needs at no charge to our Partners.

High level application consultants can provide best practice design concepts and development assistance to help reduce the controls development time, while providing knowledge transfer to the OEM engineering team on applying Rockwell Automation products. Approval by Rockwell Automation Regional OEM management required.

## Application Code Library

As a participant in the OEM Partner Program, you will have access to our Device Object, Machine Builder and Process Application Code Libraries to enable you to design machines faster with less investment, standardize your systems and build projects more efficiently. The Device Object library contains tested, documented, and lifecycle-managed objects. Device objects can be used with machine builder, process, and packaged libraries or as standalone components. Our Machine Builder libraries support a wide portfolio of machine and process scenarios that include packaging, converting, print, web, and process skid. Quickly assemble

your applications through our predefined library of code and faceplates for end users and system integrators. With proven strategies and rich functionality, these libraries can be applied to many industries and deploy full process architectures. Save time and easily maintain your systems with PlantPax® Process Application Code library.

Learn more about and access Application Code Libraries here:  
<https://www.rockwellautomation.com/en-us/support/product/product-downloads/application-code-library.html>

## Early Adopter Program

The Buyer Journey is Complex! Early Adopter Programs help enhance the customer buying experience.

As part of General Availability (GA), we desire to engage innovative partners to use the new offerings on projects planned to be delivered to customers.

Rockwell Automation will use these active projects to establish a set of co-marketed success stories and customer testimonials as part of the commercial launch and promotion activities.

## Early Adopter Mission Statement

Deliver social proof that positively influences customer buying decisions leading to faster customer adoption times for strategic product and program launches

## Objectives

- Deliver social proof to influence customer buying decisions
- Reduce the time to enable PartnerNetwork members to deliver new solutions in their portfolio
- Standardize how customer success is captured and shared from partner ecosystem



# TECHNOLOGY AND DOMAIN EXPERTISE

## How Early Adopters Programs work to deliver social proof

As new products are continually released, it can be difficult for sales to quickly connect the value of the product with potential customers. Finding customers to adopt new and innovative technologies can be especially difficult when sales enablement and other commercial and technical collateral is not yet fully developed. The Early Adopter Programs are in place to help identify early adopting customers for new product offerings and to generate co-marketing success stories that can be used as part of the commercial marketing go-to-market strategy for the product launch.

Working with the product team, the early adopter team in Global Portfolio Engineering (GPE) will work through the regional partner and channel managers to identify partners that are uniquely positioned to deliver the product in need of initial customers. Once a small number of partners are selected based on their application to the program, the product business, GPE, and local technical consultants as needed will team up to provide direct support and collaboration on the customer project until complete. Both during the project execution and after the customer project is successfully completed, we will collect user feedback, testimonial, and case studies that will be shared with the product marketing teams to be used as part of customer facing collateral.

## Where to Start

Interested partners should reach out to their partner manager or reach out to Nick Putman [nputman@rockwellautomation.com](mailto:nputman@rockwellautomation.com)

## PartnerSupport

Receive unlimited access to Rockwell Automation technical support engineers for real-time phone and electronic support. With deep knowledge of our hardware and software products, and remote desktop technology, our engineers can help you install, configure and maintain equipment and software, obtain software updates, diagnose and fix operating problems and perform basic programming tasks.

A PartnerSupport agreement includes support coverage for all Standard Products (not Legacy or Process Safety families) listed within the Rockwell Automation TechConnect Support Product Family Coverage Guide. PartnerSupport Customers receive TechConnect System Support level – one of the Platinum service support levels, which includes access to the Online Support Center, Phone Support, Chat Support, Submit a Question (Email Support) and access to a senior Engineer who'll provide proactive follow up.

Standard phone support hours are 8:00 am to 5:00 pm Monday-Friday (in time zone of the primary participating location) for TechConnect Support. Extended coverage (24x7x365) is available for an additional charge. For companies needing support after 5pm or over the weekend for special projects or start-ups across the region, this option extends your hours of coverage to include weekends and holidays.

*Note: Silver Partners and above receive significant discounts on all PartnerSupport contract offerings. Coverage type must be decided at time of purchase. 24x7x365 Support is not currently available on certain products, such as FTProductionCentre and KEPServer Enterprise. Toolkit Support does not include Legacy Support or Process Safety Support coverage. Participants may purchase a Legacy Support or Process Safety Support contract at a suggested discount through your local Rockwell Automation Distributor or Rockwell Automation sales office. For more information contact your local Rockwell Automation representative.*

# SUPPLY CHAIN TOOLS AND SUPPORT STRUCTURE

## Long Term Pricing Agreements

Gold and Platinum Level participants that demonstrate a high level of commitment are eligible to take advantage of Long-Term Pricing Agreements. These agreements are available on a case-by-case basis and must align with the standard pricing agreement renewal process. Exclusions for extraordinary circumstances apply. For more information, contact your local Rockwell Automation representative.

## Warranty

Gold and Platinum Level participants are eligible for a 36-month Warranty from time of purchase on all standard Rockwell Automation hardware. Configured-To Order (CTO) and Engineered-To-Order (ETO) products are not eligible for the extended warranty benefit. Eligibility for this benefit is solely contingent upon enrollment in the OEM Partner Program at the Gold or Platinum Level. If at any time an OEM is demoted from their Gold or Platinum status or removed from the OEM Partner Program, the Extended Warranty Benefit will be immediately revoked.

In order to process an extended warranty request, an OEM can contact Rockwell Automation Customer Care directly or have their distributor process the request on their behalf. The following information must be provided at the time of a claim:

- Business Partner Identification Number (BPID)
- Purchase Order (P.O.) for associated hardware
- Reference to how the product was purchased
  - Direct from Rockwell Automation or Specific Distributor Location
- Reference to your status within the OEM Partner Program

Implementation of the extended warranty benefit begins on an OEM's enrollment date at either the Gold or Platinum Level. Eligible products purchased from that date forward will have a warranty of 36 months from time of purchase. This benefit does not apply to any products purchased prior to enrollment within the OEM Partner Program at either the Gold or Platinum Level. Rockwell Automation reserves the right to require defective parts to be returned upon request. If a company is found to be abusing the extended warranty benefit actions will be taken that may result in removal from the OEM Partner Program. If the extended warranty benefit is revoked, all previous purchases revert to the standard warranty from Rockwell Automation.

## Internal Hardware & Software Sponsorship

Rockwell Automation will help cover the cost of Rockwell Automation hardware purchases for trade show machines and prototype equipment which utilize extensive Rockwell Automation content. This benefit is on a per project or machine basis as qualified by Rockwell Automation OEM management and handled as a concession request and subsequent quote request through your local participating Rockwell Automation distributor.

### Hardware

Bronze Level allows for complimentary no-charge materials valued at 10% of the total purchase value.

Silver, Gold and Platinum Levels allow up to 15% of the total purchase value in complimentary no-charge materials.

# SUPPLY CHAIN TOOLS AND SUPPORT STRUCTURE

If additional software not included in the Design Software Bundle is needed for Internal Development, it may be purchased at a suggested discount off published list price (Toolkits and Toolkit software excluded). A current copy of the Rockwell Software® price list can be requested from your Authorized Distributor or Rockwell Automation representative.

## Software

Bronze Level may purchase eligible software at a suggested 10% off published list price.

Silver, Gold and Platinum Levels may purchase eligible software at a suggested 15% off published list price.

*Note: Select products containing third-party licensing are not eligible for a discount. Contact Program Administration at [rschannel@ra.rockwell.com](mailto:rschannel@ra.rockwell.com) for a current listing of ineligible products.*

Contact your local participating Rockwell Automation Authorized Distributor or Rockwell Automation sales office for pricing information and availability. You will need to reference the OEM Program on your P.O. to be eligible for the suggested discount. Suggested discount will be available by quote on a case by case basis. Products purchased using the Internal Development Software Discount may not be resold, transferred, assigned to a third party, or used in a production or manufacturing capacity.

*Note: If you purchase hardware or software for internal development and/or demonstration, including Toolkits, and resell, transfer, or otherwise assign to an end user company or other third-party that is grounds for immediate program termination.*

## Software Resale Discounts

You may purchase select runtime products such as RSLogix™, FactoryTalk® View, FactoryTalk Historian (Server), for resale at a suggested discount off Rockwell Automation published list price. Toolkits, Allen-Bradley® branded software, and third-party software are not included.

## Bronze Level

10% suggested discount on eligible software purchased against Program Special Pricing Agreement (SPA)

## Silver, Gold and Platinum Level

15% suggested discount on eligible software purchases against Program Special Pricing Authorization (SPA)

*Note: Some select third-party products are not eligible for a discount, such as FTHistorian (Clients). A current copy of the Rockwell Software price list and a current listing of ineligible products is available from your local Authorized Distributor or Rockwell Automation salesperson.*

Program participants may only resell software as a part of their system offering. Purchase and resale of discrete product items without some form of recognized value-add is not permitted. Products purchased for Resale are not covered under your Company's Support contract. Runtime licences purchased for resale require an associated TechConnect Contract and are not covered under a Partner's PartnerSupport Contract. If you purchase products for resale, you may also purchase a TechConnect Support Contract for resale to your customer if your customer does not have an active contract.

Please contact your local participating Rockwell Automation distributor for pricing information and availability. Reference your Program Special Pricing Agreement (SPA) number on your purchase order to qualify for the suggested discount.

*Note: The availability of products for purposes of resale on a value-add basis is not intended to create any form of authorized or formal reseller relationship between you and Rockwell Automation or the local participating Rockwell Automation Distributor, and you may not market or otherwise position yourself as an "authorized" reseller of those products.*

# SUPPLY CHAIN TOOLS AND SUPPORT STRUCTURE

## TechConnect Support Contracts for Resale

Program participants are eligible to quote and resell TechConnect Support contracts to end user customers that do not have a contract in place. By offering TechConnect with the machine or equipment/system you sell, you can reduce the time and money you spend supporting your customers post sale, (i.e. software updates), and such a comprehensive support offering also can help you to differentiate yourself in the market and create new revenue opportunities.

Program participants will need to submit their bill of materials (BOM) and end user customer information to generate a quote. The initial contract is based on your BOM and is purchased through your local participating Distributor. Resale price is at the discretion of the OEM Partner Program participant; however, suggested mark-up is 10-15%.

To generate a TechConnect quote, complete the TechConnect Quote Request Form, available on your Program web page via the PartnerNetwork Portal at:  
<https://partners.rockwellautomation.com/>

Submit the form by email to: [RATechConnect\\_CS@ra.rockwell.com](mailto:RATechConnect_CS@ra.rockwell.com).

Quote Request Form must include end user company name and address, hardware counts, software part numbers and quantities, end user contact name, support service level, and product families.

Quotes will be completed with 48 hours and must be provided to your local distributor with your order. Quotes may not exceed 12 months in length; multi-year quotes are not eligible.

Technical Support, software and firmware updates are available to the End User customer as soon as the participant has transferred ownership of applicable software packages and hardware to the End User.

Note: To be eligible, your customer cannot have an existing TechConnect contract, or have had a contract within the last 12 months. Participant-bundled contracts will be in place for one year and then renewed through your customer's local Rockwell Automation distributor at standard TechConnect pricing.

## Loyalty Incentives

Incentive rewards are intended as a benefit of participation in the OEM Partner Program. Incentive Rewards are based on the qualifying OEM's purchases of Rockwell Automation products and services made during the Rockwell Automation current fiscal year (October 1 to September 30). To qualify, the OEM must be approved by the local Sales Manager and purchase a minimum amount that aligns with their Level in Rockwell Automation's OEM Partner Program (as determined by Rockwell Automation Point of Sale data – such determinations will be within the sole discretion of Rockwell Automation, and such determinations will be final). Eligibility for incentive award requires participant to be in good financial standing with Rockwell Automation and/or the authorized distributor, and in compliance with annual enrollment/renewal and toolkit licensing terms. Availability of Loyalty Incentives vary by Region. In situations where Corporate Pricing Agreements define specific eligibility for benefits, those agreement supersede any benefits offered through the OEM Partner Program, including Loyalty Incentives.



# SUPPLY CHAIN TOOLS AND SUPPORT STRUCTURE

Silver Level OEMs are eligible to receive 0.6%, Gold Level Partners are eligible to receive 1.0% and Platinum Level Partners are eligible to receive 1.5% in incentives for purchases made in the current fiscal year. Additionally, Silver through Platinum OEM Partners are eligible for an accelerator of 4% on year over year growth. Awards will be credited to OEM's account once per year on or about December 1st. Incentive Awards are limited to \$150k USD for Silver and Gold Partners and \$300k USD for Platinum Partners.

Incentives Calculation Example for Silver Level		
FY 2021 Purchases = \$220,000		
\$220,000 in purchases posted against @ 0.6% Primary Location		\$1,320

Incentives Calculation Example for Gold Level		
FY 2021 Purchases = \$1,800,000		
\$1,800,000 in purchases posted against @ 1% Primary Location		\$18,000

Incentives Calculation Example for Platinum Level		
FY 2021 Purchases = \$3,000,000		
\$3,000,000 in purchases posted against @ 1.5% Primary Location		\$45,000

Incentives can be used to purchase toolkits, software subscriptions, demonstration and development hardware, e-Learning, and non-custom internal training. Incentives may not be used to fund, or partially fund, the purchase the following: Customer Training Investment Account (CTIA), Custom Workstations/Job Aids, and Private/Custom/On-site Instructor-led training.

- Note: If purchasing anything not listed in the Rockwell Automation Software Portal, you must have enough incentives to cover the cost of the item entirely. Items purchased using incentives cannot be resold or transferred and are not eligible for internal development discounts.
- Note: Incentive Awards are calculated in USD and posted to partner accounts in local transaction currency. Incentive Awards are not available in all Global Regions. For information on availability, please contact your Rockwell Automation representative.

Incentives will be valid for 18 months from the time of issue (participants must maintain active program status). Earned Incentives are non-assignable and non-transferable and must be redeemed by the participant location that received them.

When redeeming Incentives for products not listed in the Rockwell Automation Software Portal , an Incentives Redemption Form must be completed and submitted to Program Administration by email to [rschannel@ra.rockwell.com](mailto:rschannel@ra.rockwell.com). This form is available on the program web page or from your local Authorized Distributor and/or Rockwell Automation Sales representative.

## Rockwell Automation Development Software

A Rockwell Automation Development Software purchase is **highly recommended for all program participants**.

The Development Software Subscription (Toolkit) referenced in any associated documentation is the Annual Toolkit Subscription described herein. Toolkit Subscriptions must be renewed annually. Participants may choose Enterprise Toolkit, Mid-Range Toolkit, or Mid-Range Plus Toolkit as a subscription option for their Toolkit.

The Rockwell Automation Toolkits supply the software development and productivity tools needed to design, develop, and deliver Rockwell Automation control systems. These toolkit types are intended to align with the control architecture and technology platforms used by your company.





# SUPPLY CHAIN TOOLS AND SUPPORT STRUCTURE

The OEM Program offers software toolkit options for design and development tools.

*Note: It is highly recommended to purchase a PartnerSupport Contract at the time of Development Software purchase.*

*Note: If purchasing anything not listed in the Rockwell Automation Software Portal, you must have enough incentives to cover the cost of the item entirely. Items purchased using incentives cannot be resold or transferred and are not eligible for internal development discounts.*

See “Toolkit Subscription Details” on the Software Portal for complete details.  
<https://commerce.rockwellautomation.com/rockwell/en/USD/>

## Temporary Activations for Sales and Marketing

Software “Temporary Activations” can be made available on request through the PartnerNetwork Portal to participating OEM Partners for sales and marketing campaigns that target named end users. 30-Day Service activations enable program members to self-generate temporary activations, for local or remote end customer service/support needs, eliminating the need to use Toolkit activations. This universal activation will require you to provide the end user information and is normally generated in 10 minutes or less.

## Deal Registration

Rockwell Automation’s Deal Registration Program makes certain members of Rockwell Automation’s PartnerNetwork eligible for financial rewards. It is available to those SI, OEM, and EPC Partners that submit opportunities if they are actively enrolled in a Rockwell Automation Commercial Partner Program and in good standing with it. Each registration submitted must be for a single business opportunity and single end customer. The project must have originated with the partner and cannot be actively pursued by

Rockwell Automation direct sales prior to the opportunity’s registration submission. An approved project registration does not guarantee a Partner exclusive right to pursue a project nor deny them the possibility of bidding for it separately.

For a project to be approved, the deal must be registered prior to being won and the Partner must include a description of pre-sales efforts by completing a sales justification statement such as, but not limited to, having sales and marketing activities related to the product(s), or helping the end user to define the project requirements to include Rockwell Automation products. For a partner to be eligible to receive financial reward, they must:

- a. Win and close the deal
- b. Be the first partner to provide the required won details on the closure of the deal

Specific partner types and regions may have additional guidelines for eligibility. Consult your Partner Account Manager for full guidelines. Rockwell Automation reserves the right to reject or revoke any registrations if they are found to no longer meet the criteria above. Registration benefits, deals, or accounts cannot be combined. Rockwell Automation reserves the right to modify the terms of this program at any time.

# ENABLEMENT

## Technical enablement

As a program participant, you have access to our learning management system, **Rockwell Automation University (RAU)**. The RAU system contains the OEM Partner learning plans. Each discipline/capability associated with the OEM Partner program has specific training modules that are available to program participants. To request an account to access the RAU Portal, please contact your Rockwell Automation Account Manager.

To be recognized as qualified in a discipline capability, you must successfully complete the training modules associated with each and any related project review.

Spend time between projects increasing your technical proficiency with **Knowledge Transfer Webinars**, a web-based learning series designed to help keep you up to date on the latest products, technologies, productivity tools and industry trends throughout the year. The series is intended to improve competencies and transfer knowledge to our PartnerNetwork, Distributors and Rockwell Automation sales teams.

In addition, you will also have access to onCourse training. onCourse is a system that provides web browser access to cloud-based virtual machines. These virtual machines contain a wide range of Rockwell Automation software and hardware that can be used for demonstrations, sales labs, sales enablement training, self-learning, and a wide range of other applications.

NOTE: Contract-level Knowledgebase or MySupport Account access required.

## Commercial enablement

As a valued business partner and program participant, you have access to our web-based sales enablement platform that is your central hub – called Seismic – for all things content-related. Seismic will give you access to much of the same collateral used by Rockwell Automation sales and Distributors, helping to build your relationship and become the expert partner.

Become an expert today! To learn more about Seismic and utilize the tool to its fullest, visit [ra.seismic.com](https://ra.seismic.com) and follow the instructions to request access.

## Ongoing Educational Webinars

Rockwell Automation provides a number of ongoing webinars for the OEM Partner community. The first is the Quarterly OEM Partner Webinar. This webinar focuses on new product introductions, best practices, project examples, and partner opportunities.

The other ongoing series is the Partner Learning Series. The topics covered in this series range from product road map discussions to industry insight sessions.

Both series can be accessed through this [sign up link](#). Previous session material and historical recordings can be accessed via the Seismic platform.

## OEM Partner Capability Promotional Toolkits

These toolkits are ONLY available to OEM partners that have been recognized in the specific capability. They contain various marketing assets and communication tools to help your company share your accomplishments on social media and at trade shows. Ask your Rockwell Automation Representative to provide once all criteria has been met.

# Program Participation Review/Maintaining Compliance

Program participation will be evaluated annually to confirm compliance with the program participation level requirements. The assessment will be conducted by a Rockwell Automation representative with representative(s) from OEM participant. Changes in participation require review and approval of Rockwell Automation OEM management.

## LEVEL CHANGES

An OEM that wishes to transition to the a new Level within the OEM Partner Program must work with their local Rockwell Automation representative to put together a business case to be reviewed for approval by an internal team as outlined in the Criteria and Requirements section.

### Global Discretionary Share Expectations

The global nature of the OEM Partner Program requires adjustments to expectations of discretionary share based on local market dynamics within a given geography. When shipping equipment outside of the Global Region in which you are recognized as a Partner, OEM Partner Program Participants are expected to adhere to local Region guidelines pertaining to minimum expectations of BOM share of standard automation as defined by Regional OEM Directors. These regions are:

- AP – Asia Pacific
- EMEA – Europe Middle East & Africa
- LA – Latin America
- NA – North America

## OUT OF COMPLIANCE

If an OEM at any Level within the Partner Program, through the assessment, is determined to be out of compliance, they will have a reasonable amount of time to take corrective measures in order to maintain participation at their historic Level, including continued use of the corresponding Partner Identity mark.

If, after a reasonable amount of time to take corrective measures, it is determined that the OEM can not maintain compliance at their respective Level, the OEM will be transitioned to whichever Level they qualify for following Rockwell Automation OEM management review/approval.

## COMMUNICATING A CHANGE IN OEM OWNERSHIP

Program participation (including the license to use any Program logo or mark) is not transferable or assignable without the written consent of Rockwell Automation. Each Program participant must notify Rockwell Automation of any change in the composition of its business ownership or senior management within 30 days of the date of the change. Notice should be in writing (email is acceptable) and include any and all information relevant to the change, including:

- Purchaser/Principals and Ownership
- Individuals/Titles
- Date sale is finalized
- Locations included in sale

Note: Change in ownership may take any form, including a transfer of shares, sale of assets or any combination thereof, whether as a single transaction or in a series of transactions. The failure of a Program participant to contact Rockwell Automation in an appropriate and timely manner may result in immediate Program participation termination.

## COMMUNICATIONS

As a Program participant, you will receive access to the Rockwell Automation PartnerNetwork Portal at <https://partners.rockwellautomation.com>. Information on this site includes:

- Program updates and annual renewal information
- Training information
- Productivity tools and resources
- Online contact and location editors (for use by your designated Main Contact and/or Software Librarian)
- Rockwell Automation Partner Locators
- Periodic news providing product tips and updates
- Partner-only events, technical updates and training announcements

# Appendices – OEM Program Guide – January 2024

This document outlines the OEM Program participation levels and the requirements expected of and benefits provided to Program participants. The information contained herein is subject to change without notice. Rockwell Automation does not provide any warranties and specifically disclaims any liability in connection with the information contained in this Program Guide.

ROCKWELL AUTOMATION RESERVES THE RIGHT TO REVISE THIS PROGRAM GUIDE AND TO MODIFY OR TERMINATE THE PROGRAM OR A PARTICIPANT'S PARTICIPATION AT ANY TIME IN ITS SOLE DISCRETION WITHOUT LIABILITY OF ANY KIND TO ANY PARTICIPANT.

PARTICIPATION IN THIS PROGRAM DOES NOT CONSTITUTE ANY FORM OF AUTHORIZED OR APPOINTED RELATIONSHIP BY OR WITH ROCKWELL AUTOMATION, NOR WILL IT EVIDENCE ANY SPECIAL COURSE OF DEALING AS BETWEEN A PROGRAM PARTICIPANT AND ROCKWELL AUTOMATION.

PARTICIPATION IN THE PROGRAM WILL NOT OBLIGATE ROCKWELL AUTOMATION TO SELL PRODUCTS OR PROVIDE SERVICES TO ANY PROGRAM PARTICIPANT ON A DIRECT BASIS, NOR DOES IT GUARANTEE ANY MINIMUM LEVEL OF BUSINESS, SALES OR PROFITABILITY ON THE PART OF THE PROGRAM PARTICIPANT. EACH PROSPECTIVE PROGRAM PARTICIPANT MUST INDEPENDENTLY EVALUATE THE BENEFITS AND RISKS OF PROGRAM PARTICIPATION.

## Virtualized Software and Applications

Rockwell Automation may provide program participants products, applications and demos using virtual imaging technology. The program participant agrees that it will, for itself and for or any customer thereof using a virtual image for demonstration or development purposes, ensure compliance with any third-party license requirements regarding virtual instances of any software programs and follow any Rockwell Automation instructions related to those licenses.

## PROGRAM PARTICIPANT AGREES THAT IT WILL:

Not engage in Bribery or the appearance of Bribery. "Bribery" is the offer of anything of value to an individual to obtain an improper advantage. Bribery is present even when the value given is very small. Bribery is illegal (US Foreign Corrupt Practices Act, UK Bribery Act, other laws) and against Rockwell Automation policy. Participant agrees that its employees and others working on its behalf will not engage in Bribery.

Participant will not engage in Bribery in private transactions, in public transactions, or when seeking service from public servants or political candidates. Rockwell Automation reserves the right to disclose the terms and conditions of this Agreement to agencies of the United States Government. Comply with all governmental laws, regulations, and orders applicable to any import, export, purchase, and sale of goods and services, including without limitation United States export control and anti-boycott laws and regulations. Program participant agrees to notify Rockwell Automation in advance of any sale involving Rockwell Automation products or services that may be deemed to violate any such laws, regulations, and orders, whether or not applicable to or enforceable against Program participant.

Program participation is available only through a local participating Rockwell Automation distributor that is authorized to resell the products referenced in the Program, including the various software products comprising Program Toolkits. Prices, discounts and other terms of sales as may be set forth or referenced by Rockwell Automation are suggested only. All purchases are subject to separate negotiations between the Program participant and the local participating Rockwell Automation distributor in whose assigned territory the Program participant is located.

Rockwell Automation, the Rockwell Automation logo, Allen-Bradley, and other product names referenced herein are trademarks of Rockwell Automation, Inc. and may be registered in certain jurisdictions. All other product names, marks, logos and symbols may be trademarks or registered trademarks of their respective owners.

Prices are expressed in United States dollars unless otherwise indicated. Suggested prices and discount offers are based on the Rockwell Automation Published List Price and may not be inclusive of any local taxes or fees. All suggested prices and discounts are subject to change without notice. Program pricing does not apply to previously purchased products and no credits or returns will be given. Suggested discounts represented in this guide cannot be used in conjunction with any other discounts. Program participants should contact their local participating Rockwell Automation distributor for actual pricing, discounts, and availability information.



# Appendix A – Participant Logo License and Usage Requirements

Upon its acceptance of the application and based on participation level selected, Rockwell Automation grants Applicant a temporary, non-exclusive, limited license (the "License") to use the OEM Program (the "Program") partner and machine/equipment identity logo(s) (the "Logo(s)" – see example below) in conjunction with the "on machine" utilization of Program-eligible Allen-Bradley automation products (the "Products") in the Applicant's original equipment manufacturing (OEM) business pursuant to the following terms and conditions (the "Requirements" – refer to the Program Guide for further information on what Logo(s) are applicable to each Program participation level):

**Application:** Applicant acknowledges and agrees that the License is granted in reliance upon information provided by Applicant in this Application. Applicant further agrees to advise Rockwell Automation of any significant changes in such information during the term of the License.

**Logo Usage:** The License applies only to the Logo(s) in the forms identified below and does not apply to any individual component or element thereof. Applicant agrees to use the Logo(s) only in accordance with rules and guidelines, including quality controls and Program graphic standards, provided by Rockwell Automation (which rules and guidelines may be modified by Rockwell Automation from time to time in its sole discretion), and will in no event use the Logo(s) in conjunction with any other business or activity not authorized or recognized hereunder, including in association with the promotion or use of any products or services which are competitive to those of Rockwell Automation. In no event may Applicant utilize or incorporate the Logo(s) or any other Rockwell Automation trademark, including any derivation thereof or mark confusingly similar thereto, in its corporate name or any name under which it may conduct business or in association with the integration or sale of products or services not expressly authorized by Rockwell Automation.

**Ownership:** The Logo(s) are and will at all times remain the exclusive property of Rockwell Automation. In no event may Applicant at any time attempt to register or otherwise assert any ownership or other use right with respect to the Logo(s) or any other designation or logo confusingly similar thereto. Applicant hereby assigns to Rockwell Automation any right, title or interest in the Logo(s) or their components that Applicant may subsequently succeed to by operation of law or otherwise.

**Prohibited Promotions:** Applicant's use of the Logo(s) and the promotion of its participation in the Program is limited to Applicant acting in its capacity as an original equipment manufacturer or OEM as those terms are generally defined in the industry and in the Program Guide, and its use of the Logo(s) may not be used or referenced in conjunction with any other activity of Applicant not authorized by the License or these Requirements.

**Term:** The term of the License will be indefinite in nature, but may be immediately terminated by either Applicant or Rockwell Automation at any time and for any reason upon notice to the other not less than five (5) business days in advance of the effective date of termination. The License will terminate immediately upon any termination or cessation of the Program by Rockwell Automation or Applicant's participation in the Program. Applicant's limited right to use the Logo(s) will terminate immediately upon any termination of the License, and any and all such use thereafter by Applicant is prohibited. Applicant waives any claim or right to indemnity

it may have as a result of any termination of the License or the Program or its participation in the Program, it being understood that Applicant has been granted the right to use the Logo(s) with a full understanding of the financial and other effects upon it or its principals in the event of any such termination.

**Indemnity:** To the extent permitted by applicable law, Applicant agrees to indemnify and hold Rockwell Automation and its subsidiary and affiliated entities, their respective directors, officers and employees, harmless from any and all liabilities, claims, demands, actions, costs or expenses, attributed to or arising out of any negligent act or omission by Applicant, its agents, employees or representatives, including its use of Rockwell Automation products on its manufactured equipment and its use of the Logo as permitted under the License. This indemnity will survive termination of this License.

**DISCLAIMER AND LIMITATION OF LIABILITY:** ROCKWELL AUTOMATION WILL NOT BE LIABLE FOR ANY FORM OF INCIDENTAL, INDIRECT OR CONSEQUENTIAL DAMAGES ARISING OUT OF APPLICANT'S PARTICIPATION IN THE PROGRAM. ROCKWELL AUTOMATION FURTHER DISCLAIMS ALL LIABILITY OF ANY KIND RELATIVE TO ANY GRATUITOUS INFORMATION OR ASSISTANCE (INCLUDING ENGINEERING SUPPORT) PROVIDED BY IT IN ASSOCIATION WITH THE PROGRAM.

**Non-certification:** Participation in the Program and the License and Applicant's permitted use of the Logo(s) do not in any way represent a certification of Applicant's products, manufactured equipment or provided services or an endorsement of Applicant's qualifications as an original equipment manufacturer by Rockwell Automation. Applicant's use of the Logo(s) will in no event evidence any formal relationship or appointment or separate course of dealing as between Rockwell Automation and Applicant and is intended merely as a means by which Applicant may make a public representation as to its participation in the Program.

**Transfer and Assignment:** The License is not assignable or transferable by Applicant without the prior written consent of Rockwell Automation. Any unauthorized attempt to assign or transfer the License will be void and will act to immediately terminate the License without the need for further notice or action by Rockwell Automation.

**Legal Representative:** It is understood that Applicant is not a legal representative or an agent of Rockwell Automation or any Rockwell Automation subsidiary or affiliated entity. Applicant will not create any obligations on behalf of Rockwell Automation or any Rockwell Automation subsidiary or affiliated entity, nor will Applicant make any warranties or representations relative to the Products unless and except as authorized in writing by Rockwell Automation.



**Reasonable efforts will be made to limit the use of Applicant information to evaluating the application and monitoring the applicant's participation in the OEM Program. However, information deemed to be confidential by Applicant should be omitted or provided under separate confidential cover.**

Connect with us.    

[rockwellautomation.com](https://rockwellautomation.com)

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